

The Seemingly Impossible Found Quite Possible in This Shop.

THE Kruger Hat Shop, 303 Barker block, 15th and Farnam, accomplish the seemingly impossible in reblocking hats and remaking furs, feathers and marabou. Closed at 2 on Saturdays.

Straps that cross and lock in the center with a small round metal button-like buckle decorate new frocks.

Clothes Showing of Exclusive Shop Introduces Orchid Homespun in Sports Togs, Bright Gold Silk for Ensemble Dress and Coat, Vivid Blue With Black Monkey Fur Trim for Afternoon Wear

JUST can't miss the McAvoy Clothes showing Friday night at Aquila Court after you've seen one of them—and what splendid suggestions are to be gleaned from the interesting showing of new apparel! Perhaps you'd not thought of wearing the high collared frock for street and all-round wear? No? But here comes a graceful girl—quite your type, madam, who is lovely in the high-collared mode of kasha or crepe ensemble frock. And for Dorothy, the youngest and prettiest person in the family, one might select the bright gold ensemble, long coat over little tailored frock, both fashioned of wide corded silk—with demurely simple trim of bands of the same. Chic! For the sophisticated young matron what could be more enchanting than the black and vivid blue ensemble with its high collar monkey fur trimmed? As for that orchid homespun frock with its yarn-edged scarf, seems to me that its pretty enough to take one through the entire day and evening with alluring charm.

"Ten Reasons Why Special Formula Laboratory Cosmetics Are Best" and a List of Dealers in Nebraska

ADAM DE COURCY, who is introducing the Special Formula Laboratory Cosmetics to Omaha women through the medium of free facials given at Mrs. Mack's Beauty Shoppe, 277 Aquila Court, AT, 9166, gives the following ten reasons why the Special Formula Laboratory Cosmetics are best. Convincing!

- 1. It's made for you. 2. It's merit is proven. 3. Price is right. 4. Purity of construction guaranteed. 5. Phenomenal results. 6. No cheap perfumes. 7. Product not sacrificed for packaging. 8. Scientifically constructed. 9. Sold direct to patron. 10. Has no superior.

For the information of women living out of Omaha—the Special Formula Cosmetics are sold—

- In Fremont—The Pathfinder Beauty Shop, Mary Ballard. In Columbus—The Primrose Beauty Shop, Mrs. Otto Lueke. At Auburn—Auburn Hotel Beauty Shop, Helen Harder. In Schuyler—By Mrs. O. C. Reed. In Omaha—Mrs. Mack's Beauty Shoppe.

A free facial—yours for the asking! And this in your own home town.

"Tacco" Press, a New Paper for Dining Room Decoration—"Flock" Hand-blocked for the Living Room

THE Sam Newman Decorating Shop, 214 South 18th St., offers for your viewing wholly irrefragable wall papers for spring decorations. For the dining room that new "Tacco" press in a conventionalized flower design that uses the color tones of tooled leather to achieve a lovely effect. "Flock" hand-blocked is a fabric paper whose exquisite design and coloring is really extraordinary. Heavy crepe one decides upon seeing a paper for hall and dining room on which softly outlined bronze and gold leaves glow on a background of etched trees. For the bedroom a distinctively decorated flower motif on blue or soft ivory and rose background. 'Tis the time of the year to engage the decorators for the busy season has not yet started and it is possible to have unlimited attention of "the best."

Nestle Representative from London and New York Giving Permanent Waves in Omaha Beauty Shop for \$15.

THE Brandeis Beauty Shop have with them Frank Druff, direct from the Nestle people in London and New York. This skilled specialist in the art of permanent waving will give a wave for the very reasonable price of \$15. This is for a limited time only. Oh, what a true joy and delight, in the morning, the soon time and night; just a wet comb drawn through the wave, a slight pushing up of the hair and the coiffure is effected.

When Tappe Decides to Make a Big Hat it is Alluring in Shadowed Becomingness—If the Small Hat Engages the Attention of This Noted Designer the Charm is No Less Ravishing.

FLORENCE PAXTON-SMITH offers a marvelous showing of new hat models in her salon at Goldstein-Chapman's. A big brown marine model from Tappe binds its brim in satin ribbon with a double swirl of the ribbon plumed at the front by a pear-shaped pearl pin set, one black, one white. A tiny cup model of black straw from the same designer binds its brim in ribbon with an odd little ornament of gold painted pearl buttons resembling shells.



Poppy Red Coat Uses Applique of Black With Solid Braiding to Advantage—Ensemble of Tan Over Red Crepe Dress Alternates Appliques—Red on Tan—Tan on Red

THE Marybelle Shoppe, Aquila Court, is giving a first showing of spring fashions this week. Red is enjoying a decided vogue this spring and it is with pleasure that one reports a poppy red coat with great bands of fox, the appliqued trim of black outlined in solidly wrought decoration of braiding. An ensemble costume of the new rose tan has its crepe under frock appliqued in the tan of the coat, the coat appliqued in the red of the frock. Smart! Lace frocks will be a feature of the season and one of square meshed lace has cretonne flower cutout with heavy embroidered decorations.

Let's Go Shopping With Polly

When lunching or dancing at Sherry's Or dining in state at the Ritz, I like to be smart—know I'm dressed for my part—Feel sure my ensemble just fits.

At Newport, Palm Beach or the races, On Fifth Avenue or on the Mall, If my frock isn't right or my hat is a fright, I'm really not happy at all.

In a garden I don't like a tailleur. On horseback I won't wear a gown.

At tea I'm in chiffon and laces, and if on A throne, I'd feel dressed in a crown.

For a bullfight I'd sport a mantilla; Have a matador sing me a song. In the South Seas some beads would suffice for my needs; There, it doesn't take much to belong.

In Ireland, it's green I'd be wearin'. In Russia, sans red I'd feel sad. But Scotland I'll shun like the point of a gun, For I look like the devil in plaid.

—A DAME COMME IL FAUT, Margaret Mochrie.

New Omaha Beauty Shop Reflects Attractions of Hats of Gay Hue in Its Many Mirrors—for It's Both Hat and Beauty Shop

THE Rendezvous Beauty Shop, 24th and Jones, AT, 5691, is a new and modernly appointed beauty shop, which combines the charms of hat shopping with the beauty appointment for the hat shop of Mrs. Mabel Wright is a part of the attractive decorations of this new shop. Miss Wright may have her coiffure created, lovely soft waves, becoming curls—then without even moving from her screened privacy select the chapeau charmant from the chic creations shown, models ranging in price from \$5 to \$25. The Regina hat is featured. Appointments for evening work will be made in this shop, a convenience to be appreciated by the business woman.

White and silver are the colors one sees most frequently at the opera this year is the report of an interested reporter.

Jewelry Never Played a More Important Part in the Mode of the Day Than It Is Playing This Spring. "The Bandolier," Worn from the Shoulder to Hip, Newest Note.

MISS KERR, buyer of jewelry accessories at Hayden Bros., is home from where she purchased a most attractive assemblage of the new and stylish "trifles" which are at all times so important to the discriminating woman. Chokers in single or double strands and in all colors, with sterling clasps holding vivid stones, range in price from \$1 to \$5. The Bandolier, according to Miss Kerr, with its draping from pin on shoulder to the hip, will be the season's hit. These in lakelike and crystal combinations to match every frock, will be \$2.50. Then there are those woven flat pearl necklaces with drop of a big black pear-shaped pearl. This at \$5.

Brass eyelets are smart on an Oxford of brown Scotch-grain calf leather; soft round toe; small perforations; very low; flat heel, and medium sole.

Excellent Desserts and Splendid Appetizing Salads Featured at Luncheons and Dinners of This Dining Room.

PAULS Metropolitan Dining Room, Hotel Keen, Eleventh and Harney, serves deliciously rich desserts, cobblers, richly "sauced" pastries, generously filled with fruits, cherry, raisin and apple pie, or those meringue pies, lemon, caramel, custard, pumpkin, and the steamed puddings with hard sauce; and by way of variety, ice cream and cake. These are served with luncheons at 50 cents and with dinners in the evening, most reasonable in price range. Freshly made are the mayonnaise dressings each meal—one reason why salads at Pauls are so appetizing.

There is a smart formality about the coats of these two ensembles, yet the frocks underneath are soft and dressy enough for the informal restaurant dinner. A dull red crepe roma coat shows one of the new and soft neck treatments and a novel box-pleated ruching. Tailored and yet made of silk, a cobra colored faille coat shows the use of severe lines in a silky fabric.



Take Your Paris Fashion Book in Hand and Tear Sheet After Sheet Therefrom—This and This and This You'll See at the Style Exposition This Week in French Shop

LA BOSCHIN, Hotel Fontenelle, 18th and Douglas, is exhibiting spring's loveliest fashions on Wednesday, Thursday and Friday. You'll really not need a consultation with the Parisian style authorities after having attended this exposition of the mode showing every expression of style for every type of feminine beauty. Is that clinging tubular silhouette of the most becoming—La Boschin shows it! Perhaps the small and close fitting collar with its boyish effect is the one best expressing the chic personality that is yours—La Boschin foresees your needs when on her buying trip. And, of course, you'll want at least one of the new "fan flares"—very well and quite all right, mademoiselle—La Boschin herself selected the very model to make you adorable. And then, there's the dashing little tailleur—that is the costume above all others to give careful consideration—for it is in the tailleur that one renews her youth—and beauty. Capes—to be sure—they're very new and very smart and you'll see them ensemble with the La Boschin spring showing. La Boschin, Frenchwoman that she is, well recognizes the value of the wisely chosen accessories and presents the extraordinary in decorative accessories and you shall see—but wait! Oh—ravish sante—the accessories of millady's wardrobe. You're invited—Wednesday, Thursday and Friday.

Hand Drawn Broadcloth and Linen in the New Colors of the Season Designed for Dresses at \$5.50 and \$6.50.

THE Silk Shop, 1517 Douglas, has just received "Porto Rican Maid" hand-drawn dresses in different designs, these to be made up from a choice of suggested designs in booklets given with each dress pattern. Models: Vogue, Butterick, McCall, Pictorial and Delmonico. All of the new colors are represented in these dress lengths at \$5.50 and \$6.50.

A French cap from Suzanne Talbot ends in a cunning point on the crown top—the collapsible crown top.



Top Coats for Boys From One to Eight Years Show a Fondness for Light Colors and Gay Plaids With a Sprinkling of the Smart Navy Regulation Blue O'Coats

CHESTER NIEMANN'S Children's Shop, Aquila Court, have on display a very complete stock of boys' top coats—pretty light colored materials with a showing of plaids and tweeds, and those smart navy regulation o'coats so trig and dandy. Ranging in sizes from one to eight years the prices in keeping with the policy of the Children's Shop are as low as it is possible to quote them on quality garments, \$8.95, \$10.95, \$12.50 to \$16.75. Among the pretty hats shown—imagine—"Deauville" caps of soft wool patterned after the French jockey head coverings. Establish credit relations with the Children's Shop—it will mean the most convenient "viewing of merchandise."

Home From the East Millinery Shop Special Facials Use New "Rounding" Process—Marquita Powder—Soft Water

LOUISE HEITMAN of the Heitman Hat Shop, Athletic Club Bldg., 18th and Douglas, is home from the east and in this week going to hold a style showing of advanced season millinery modes. Well worth the viewing are all of the new models—that much I'm allowed to divulge, as for the intimate details of ed and Brunette shades. The shop in which soft water is used in all work.

Two distinctly different types of afternoon frocks for the street show first the use of black satin with one of the newest and smartest jabots, in very Chippilly lace and chiffon, falling almost to the knees, and a skirt drapery that is caught up gracefully on the right side. The second frock, a copy of a Bernard model, in gray kaschella trimmed with Chinese embroidery and bound in black, gives an effect quite tailored.

The Joyness of Spring Flowers Appeals to the Buying Public.

THE John Bath Flower Shop, Eighteenth and Farnam, is selling quantities of spring flowers each day—evidence that there's a lure not to be denied in the beauty of spring blossoms. The hostess at formal or informal dinner finds spring flowers best fit into her scheme of hospitality; the friend who would carry a bit of cheer to the shut-in hospital patient feels sure that no other flowers will convey the sympathy and love quite as well as the first blossoms of the spring months.

For the street costume, the tall thin woman should try to relieve her natural severity of line by a slight feeling of fullness, which, however, should not be overdone. On a black georgette crepe the diagonal design and the bands of ribbon ruching are excellent.

Watches a Specialty in This Jewel Shop; a Splendid Showing of the New Thin Model Cases in Green, Yellow and White Gold

THE John Henrickson Jewel Shop, 16th and Capitol, makes a specialty of the sale of fine watches for both men and women. Just received are the novelty cases for thin model watches, those oval that combine a bit of squareness in burnished edges of green, yellow or white gold. One finds represented in the Henrickson showing all of the well-known and leading watch makes of the country Green, Hamilton, Illinois, Elgin and Waltham a bit in the lead. Henrickson service on timepieces of any kind needs no introduction—they'll find out what's the matter with your clock or watch and repair it in manner utterly satisfactory.

Did You See That Cunning Dress That "Connie" Wore in "Learning To Love?"

IF YOU went to the Strand last week you certainly admired the little satin frock which made Constance Talmadge so appealingly lovely in one of her scenes. The severity of the satin frock was broken at either side by pleated panels of georgette, each panel ending in puffed points. No reason at all why one couldn't have the Ideal Button and Pleating Co., 3d floor Brown Block, 15th and Douglas, copy the idea. Their work is beautifully done.

A gay scarf adds the right note of color to the lad weather costume. Of flannel is a plaided scarf in a variety of color combinations, at \$2.25.

Bankols Excellent Style Note of New Millinery Season.

THE Bergethe Kaas Hat Shop, Aquila Court, has a wondrously attractive showing of the new color hat models of the season. It is interesting to note that among the gay new straw weaves, the silk and straw combinations, and the pretty hand wrought flower hats, there is nothing prettier than the Bankols with their ribbon fancies or their tightly drawn georgette scarfs.

Imported snakeskin bags, the turn-key type of bag, with "gate top," have shined inside pockets to hold mirror and coin purse—altogether "swanky" affairs—\$8.50.

If You Are This to the Point of Scarceness, You May Yet Be Grateful to the Point of Interest.

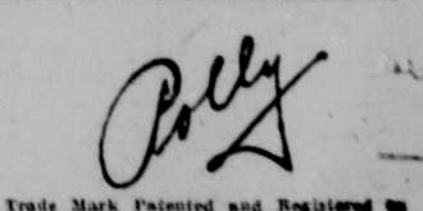
The wrong street costume is like a pipe topped with a flower pot.

The wrong evening gown is straight and square with long silky fringe.

Only the slender, youthful person should attempt to wear the one-piece frock with rather long, full gathered flounce set on a straight front, and short sleeves, but on the right person it is very smart.

Scarfs and vague lines, but not swathing draperies, are essential for the very thin woman. In crepe-satin dinner-dress, the scarf collar crosses in front and lies over a low-cut back, covering the shoulder blades. Blonde, black or Spanish red.

IT IS SPRING. AND POLLY WILL SHOP FOR YOU FREE OF CHARGE. SEND \$2.00 DEPOSIT WITH C. O. D. ORDERS. ADDRESS POLLY THE SHOPPER. THE OMAHA BEE. OMAHA.



Trade Mark Patented and Registered by T. & F. Ross Co. Omaha, Neb.

A Primrose House Preparation Facial Costs No More Than the Ordinary Kind and, Oh! What an Experience of Delightful Beauty Building

THE House of Beauty, Frances Hillier, manager, 210-11 Bankers Savings Bldg., 15th and Harney, Jackson 4265, gives a most delightful facial for \$1 which involves the use of many Primrose House preparations, all of them exquisite. First the Rose Leaf Cleansing Cream (\$1 and \$3.50)—a marvel of cleaning (rather thought your face was clear but look what this cream finds). Then the Skin Freshener, \$1.25, which tones up the tissues and removes every vestige of cream and soil. Then the Face Molding Cream, \$1.50 and \$2.50, which accomplishes wonders in rounding and lifting sagging muscles. A bit of Balsam Tissue Stimulant, \$1.50, and either the Smooth Skin Cream, \$1.50, or the Rosefinch, \$1.50, as your skin requires. Then the Balsam \$2.50 and the facial is complete. In giving the facial step by step I've made a list of the prices of each preparation used that one may purchase them for home use. A big bar of Primrose House Pine Soap is \$75, the Hand Lotion, \$2, Eye Bath, \$1.00, Depilatory, \$1, and the loveliest metal compacts with cunningly arranged mirrors, rouge and powder, \$2.50 for the double or \$1 for the single. Talk in a pretty oval box is \$1.50. Fascinating preparations right straight through.